



design

guidelines

ABOUT THESE GUIDELINES

Howard Johnson design guidelines have been developed as a tool illustrating how to apply design solutions to conversion/renovation properties and for use upon product life-cycle replacement.

Use these guidelines to keep your property competitive within the current hospitality market and to maintain high levels of guest satisfaction, as well as to retain existing market share and to attract the next generation of hotel guests.

The design elements explained in this guide can be adapted to a variety of property configurations and are a master plan for maintaining the value of your hotel asset and strong brand identity. The following pages show the design features as a “kit of parts” for implementation using both the iconic gate lodge and conversion building types for illustrative purposes.

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go happy.
go hojo.®

It's a place of
childhood memories—

the orange and turquoise sign, the ice cream and the thrill of vacation. Today, it's a classic travel icon, built to welcome a new generation to the joys of travel. Howard Johnson brings families closer together to locations around the world to escape the everyday and make memories that last a lifetime.

Happiness is
what we deliver
so you can
create a tradition
of family fun!

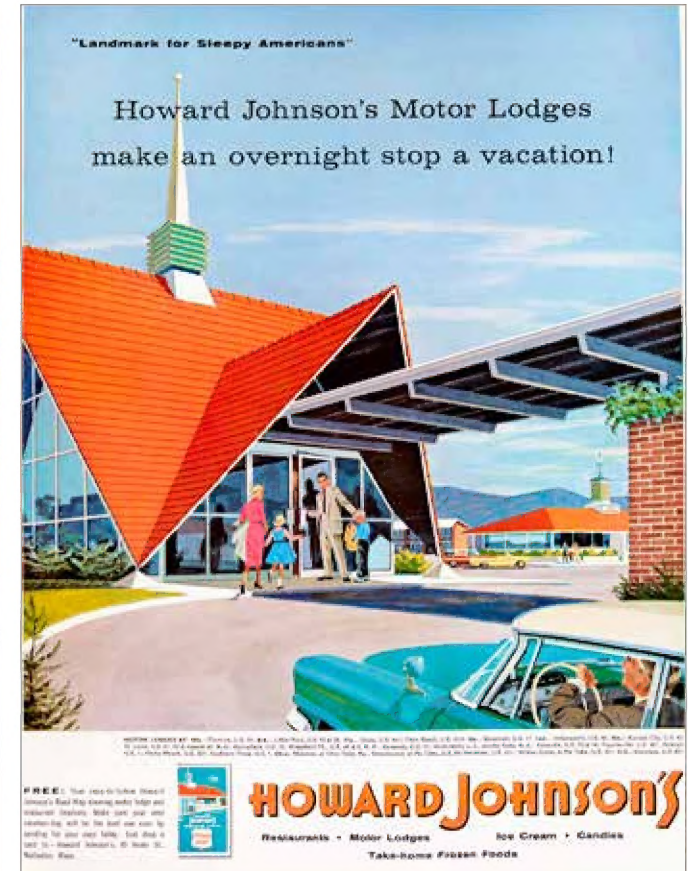
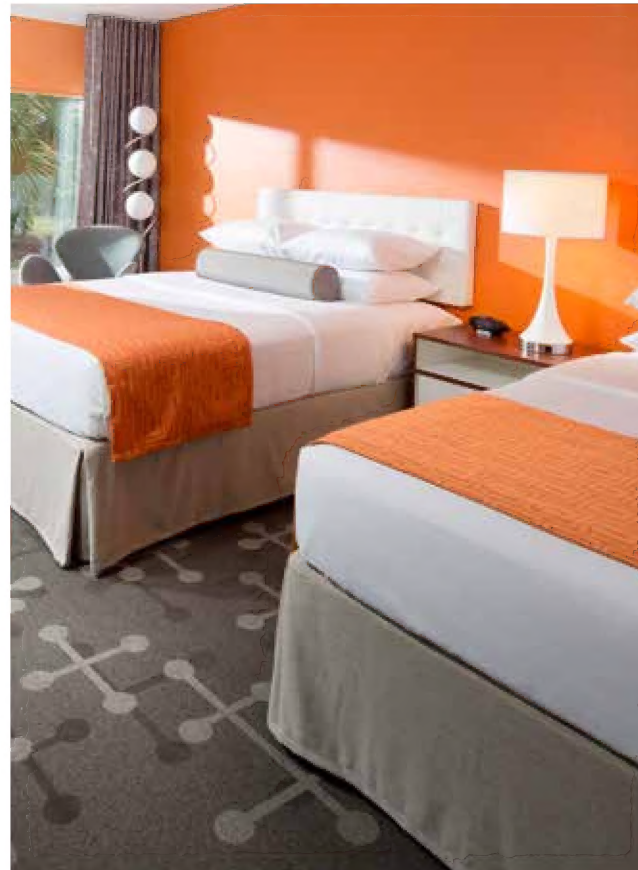


Howard Johnson provides an environment that reflects the core values of the brand:

happy
connected
escape

- modern, clean design inspired by forward-thinking brand legacy
- pops of iconic orange and turquoise used throughout
- family-friendly design details

brand signature elements





color scheme

inspiration

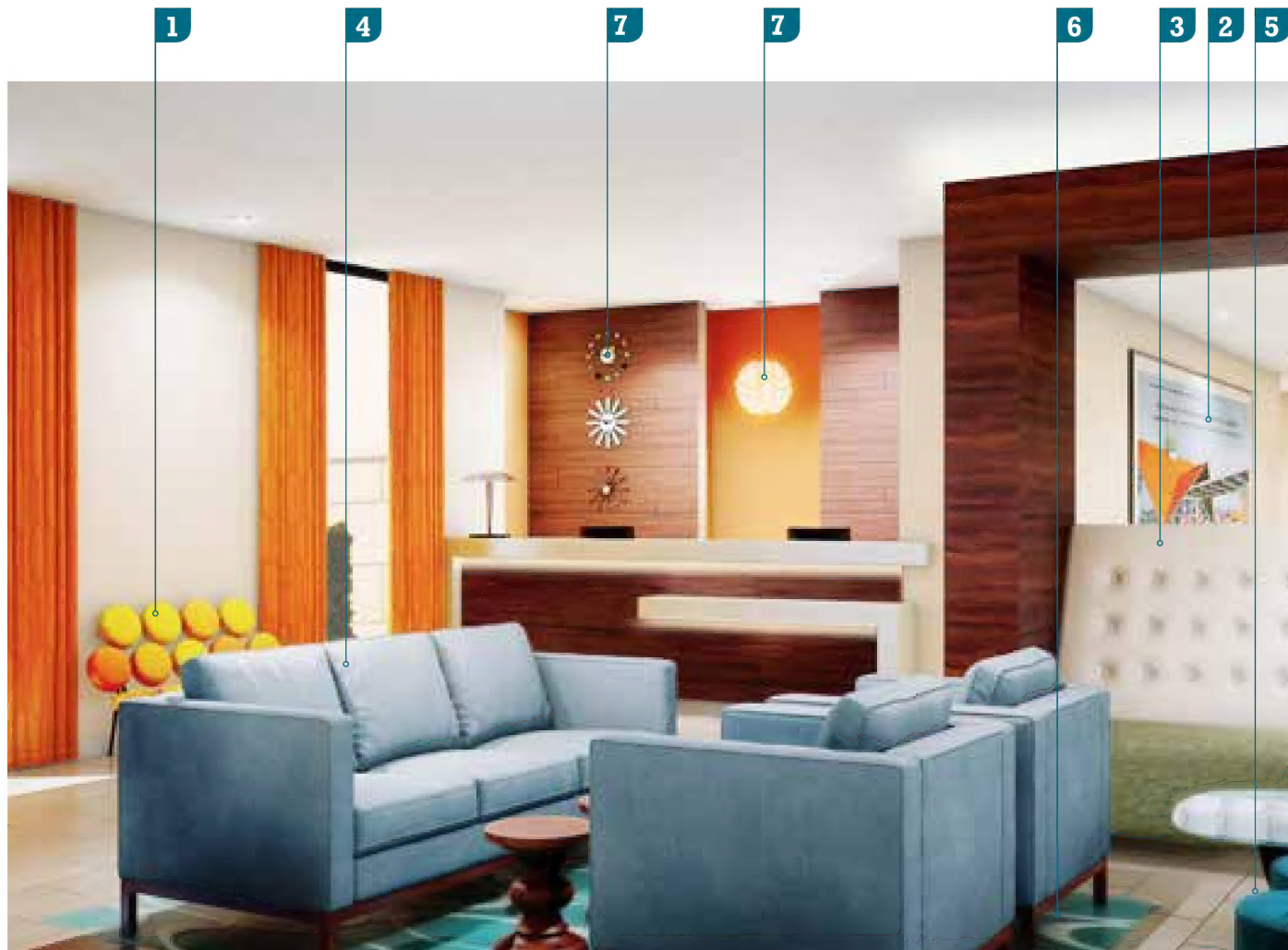
Inspired by the memorable graphics of the original Howard Johnson ice cream trucks and the distinctive orange roofs of the iconic gate lodge buildings, the paint schemes establish a strong visual identity for the brand.

Modern versions of vanilla bean, orange and turquoise are used for accent materials, finishes, fabrics, furniture, building design elements, and paint schemes to evoke a sense of nostalgia and fun.

public

space

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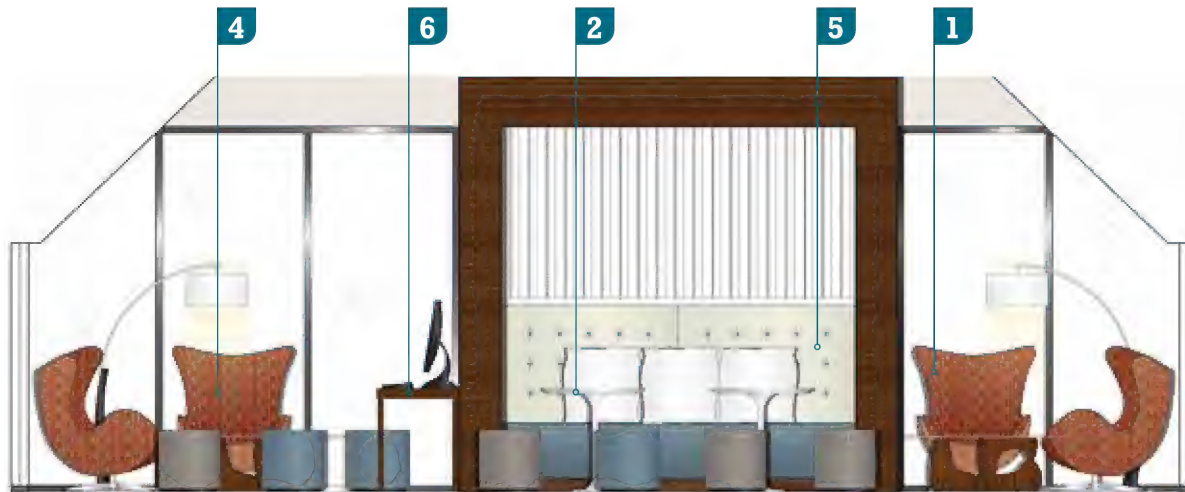
CONVERSION LOBBY

- 1** Classic modern furniture provides a timeless look with a nod toward brand legacy. Upholstery fabrics provide durable color and comfort
- 2** Large-scale artwork of vintage Howard Johnson advertisements – evokes the brand heritage and provides a colorful accent
- 3** High-backed lounge banquette accommodates solo travelers or social groups and creates an architectural element with its freestanding wood surround
- 4** Lobby seating – multi-functional classic modern furniture groupings create seating neighborhoods
- 5** Dual-purpose stools and ottomans act as seating or tables
- 6** Signature pattern area rug defines the seating grouping and softens the feel underfoot
- 7** Contemporary accent lighting adds visual interest while classic modern clocks replace artwork with functional accent pieces

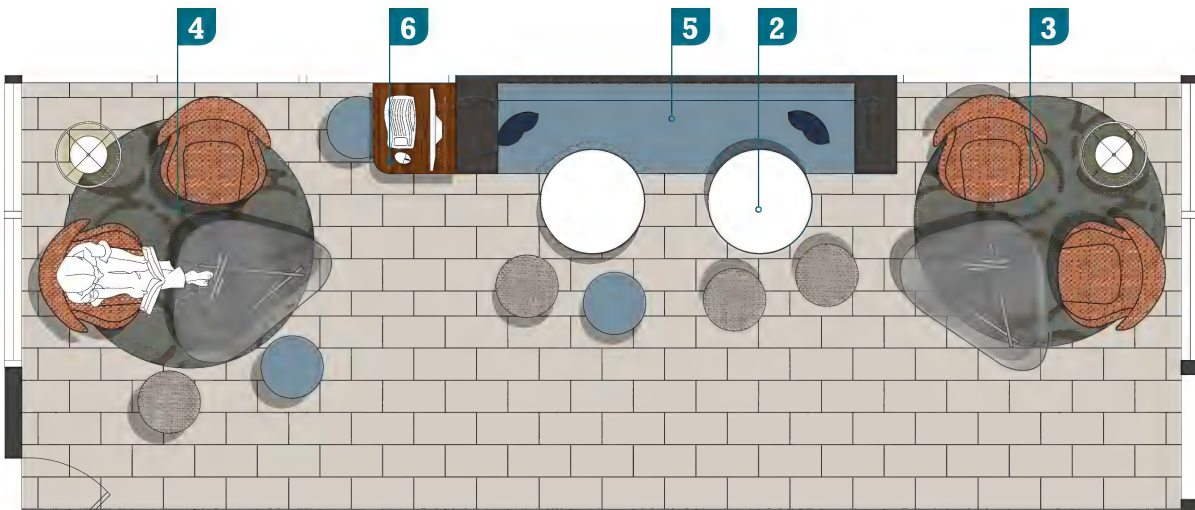


ICONIC GATE LODGE LOBBY

- 1** Multi-functional tables provide an alternate location for breakfast and snacks
- 2** Signature pattern area rugs define seating groupings and softens the feel underfoot
- 3** High-backed lounge banquette accommodates solo travelers or social groups and creates an architectural element with its freestanding wood surround
- 4** Lobby seating – multi-functional classic modern furniture groupings create seating neighborhoods
- 5** Dual-purpose ottomans act as seating or tables
- 6** Freestanding computer station tucks neatly alongside banquette surround
- 7** Classic walnut-tone wood details add warm and definition to seating areas
- 8** Natural daylight connects the space to outside



ICONIC GATE LODGE LOBBY SEATING ELEVATION



ICONIC GATE LODGE LOBBY SEATING PLAN

1 Comfortable seating provides lounge-style gathering spot

2 Multi-functional tables provide an alternate location for breakfast and snacks

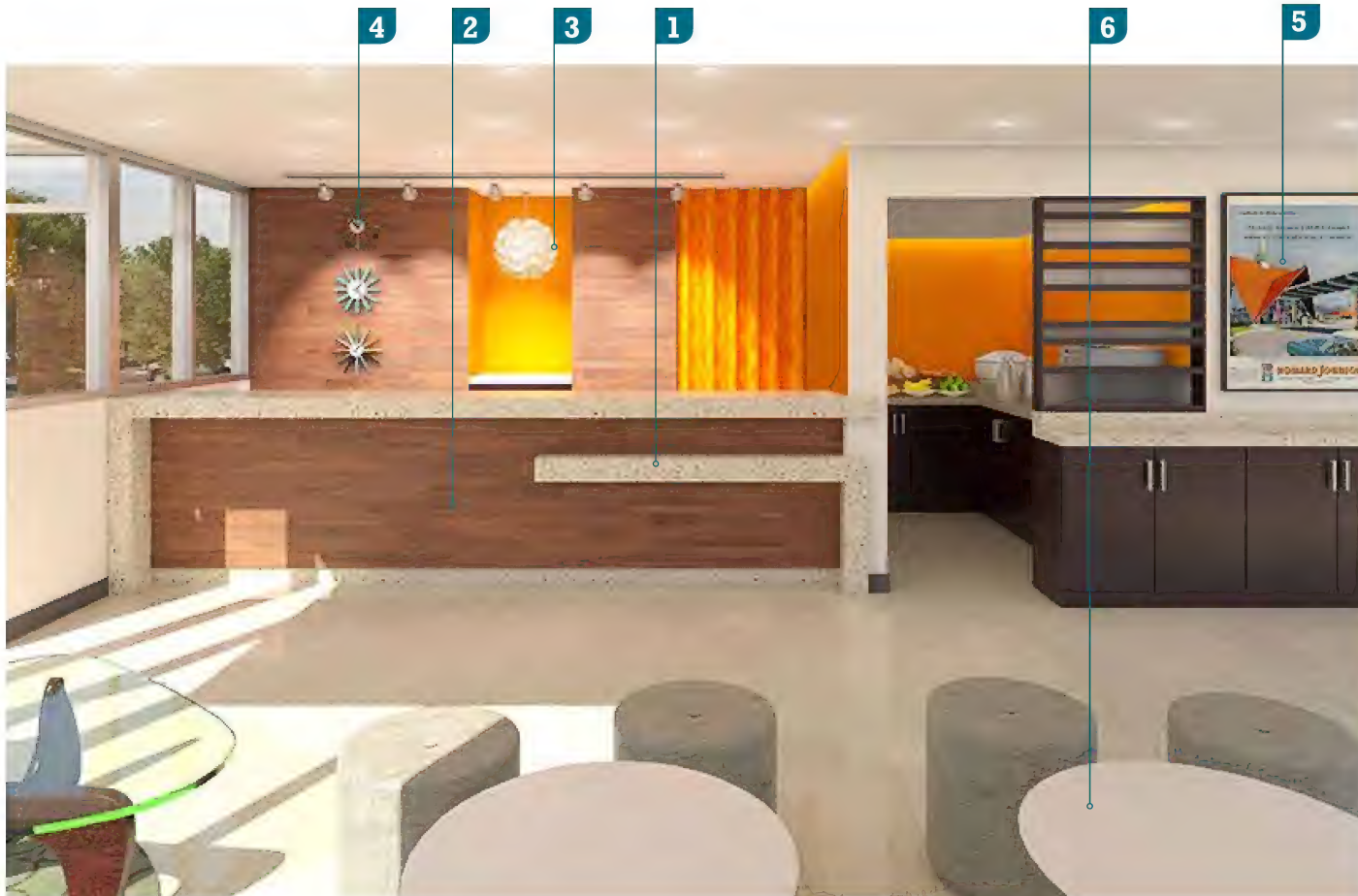
3 Signature pattern tone-on-tone area rugs define the seating groupings and soften the feel underfoot

4 Lobby seating - multi-functional classic modern furniture groupings create seating neighborhoods

5 High-backed lounge banquette accommodates solo travelers or social groups and creates an architectural element with its freestanding wood surround

6 Computer station fits into a compact footprint

front desk & breakfast area



ICONIC GATE LODGE LOBBY

- 1** Durable stone dual-height transaction top
- 2** Classic walnut-tone wood finish is featured on desk front panel and back wall
- 3** Contemporary modern pendant lighting adds a design feature
- 4** Classic modern clocks replace artwork with functional accent pieces
- 5** Large-scale artwork of vintage Howard Johnson advertisements – evokes the brand heritage and provides a colorful accent
- 6** Lobby seating – multi-functional classic modern furniture groupings create seating neighborhoods for lounge and breakfast use

breakfast *area*



- 1** Accent wall paint provides a pop of brand-defining color and acts as a counterpoint to neutral finishes and furniture
- 2** Warm neutral textured tile flooring continues from lobby area
- 3** Stone counters for food display
- 4** Classic walnut-tone wood cabinets provide functional storage
- 5** Classic modern furniture pieces for timeless appeal
- 6** Round tables encourage guest interaction
- 7** Alternate locations and configurations encompass a variety of property types

NOTE: Refer to the Resource page in this document for additional information



Large-scale artwork reproductions of vintage Howard Johnson advertisements are used as feature artwork. Inspiring both the color scheme and the classic modern design essence of today's Howard Johnson, the images provide a nod to the heritage of the brand.



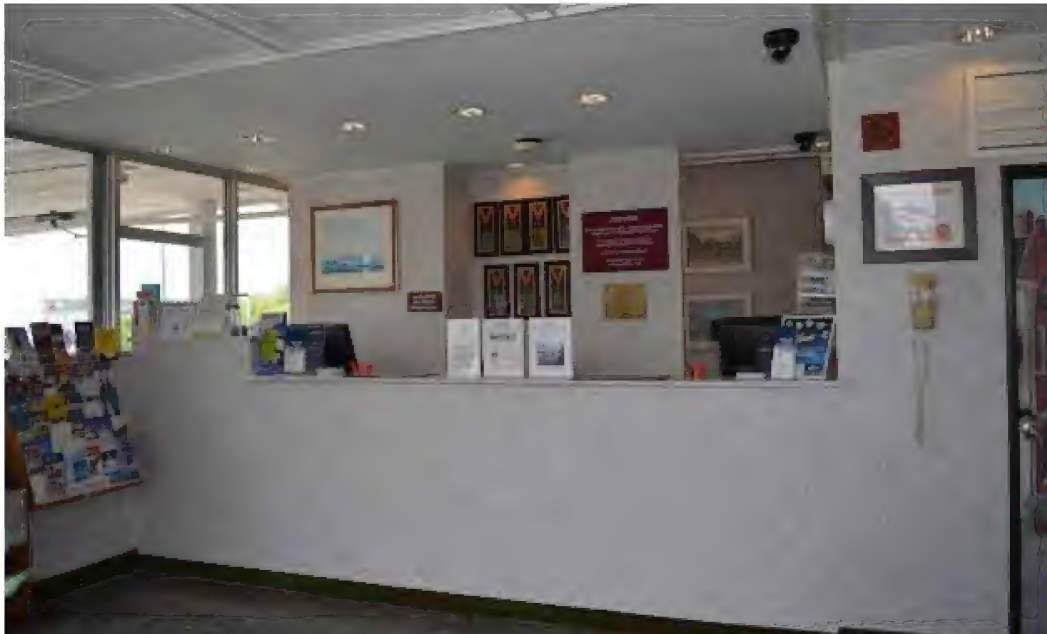
NOTE: Refer to the Resource page in this document for additional information

before & after

implementation

How to make your property modern – follow a step-by-step process using these design steps as a tool:

- De-Clutter
- Implement Paint Scheme and Finishes
- Add Classic Modern Clocks
- Use Large-Scale Artwork
- Update Front Desk Finishes
- Develop Breakfast Area
- Install Multi-functional Modern Lobby Furnishings



BEFORE



AFTER

ICONIC GATE LODGE EXAMPLE

before & after *implementation*



BEFORE

- De-Clutter
- Implement Paint Scheme and Finishes
- Install Multi-functional Modern Lobby Furnishings



AFTER

ICONIC GATE LODGE EXAMPLE

materials & finishes



LAMP

OTTOMAN



PENDANT
LIGHT

PAINTS

WOOD FINISH



OTTOMAN VINYL



COFFEE
TABLE



MARSHMALLOW SOFA



MARSHMALLOW
SOFA VINYLs



TILE

CARPET



SOFA



SOFA FABRIC



LOUNGE
CHAIR



LOUNGE CHAIR FABRIC

NOTE: Refer to the Resource page in this document for additional information



OPTION A Uses two guestroom bays, removes guest bath



OPTION B Uses one guestroom bay, removes guest bath



OPTION C Uses one guestroom bay, retains guest bath

If not already existing in a conversion property, the fitness area can be implemented in the space of a standard guestroom bay. Where appropriate for market conditions, a larger fitness center occupies two guestroom bays for greater equipment variety and increased guest satisfaction.

- 1** Rubber recycled-content sports flooring provides a surface for a range of fitness activities
- 2** Cardio equipment accommodates a variety of workout styles
- 3** Convenient towel station and water dispenser
- 4** Wall-mounted TVs keep guests entertained and informed
- 5** Stretch mat, fitness ball, and medicine balls provided for floor work
- 6** Wipes and trash receptacles make clean-up easy
- 7** Stretch area has adjacent mirror
- 8** Accent wall provides a pop of brand signature color
- 9** Equipment upgrades available including individual TV's on cardio pieces

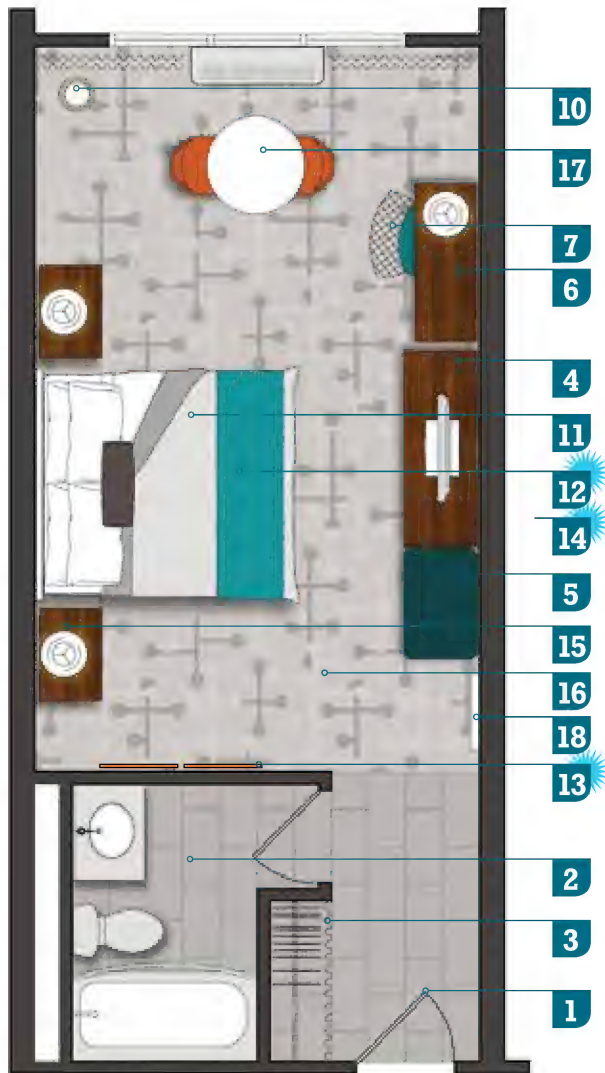
Howard Johnson's standard signage includes a full range of sign types, available for implementation in a variety of property configurations.



NOTE: Refer to the Resource page in this document for additional information

guestroom

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**TYPICAL INTERIOR CORRIDOR
KING GUESTROOM**

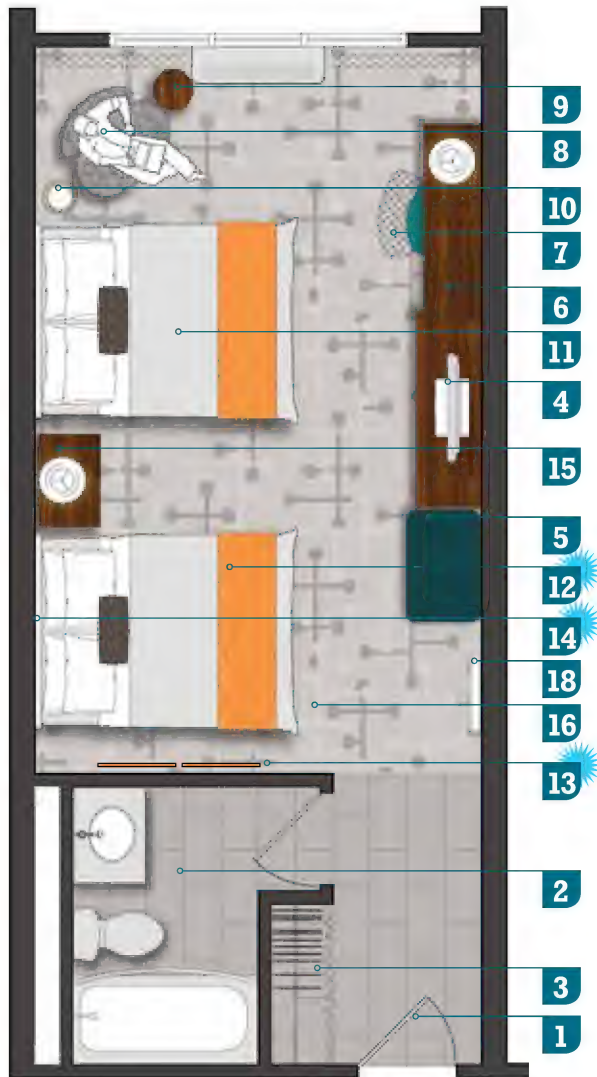


**TYPICAL EXTERIOR CORRIDOR
KING GUESTROOM**

- 1** Entry foyer
- 2** Guest Bathroom
- 3** Closet with drapery
- 4** TV/dresser including space for micro-fridge unit
- 5** Luggage Bench
- 6** Desk
- 7** Desk chair
- 8** Lounge chair
- 9** Side table/stool
- 10** Floor lamp
- 11** Bed
- 12** Signature Howard Johnson top-of-bed
- 13** Signature artwork (on side wall towards bathroom)
- 14** Classic headboard
- 15** Nightstand with lamp
- 16** Signature patterned carpet
- 17** Dining/activity table and chairs (optional)
- 18** Full length mirror

queen/queen

guestroom plans



**TYPICAL INTERIOR CORRIDOR
QUEEN/QUEEN GUESTROOM**



**TYPICAL EXTERIOR CORRIDOR
QUEEN/QUEEN GUESTROOM**

- 1** Entry foyer
- 2** Guest Bathroom
- 3** Closet with drapery
- 4** TV/dresser including space for micro-fridge unit
- 5** Luggage Bench
- 6** Desk
- 7** Desk chair
- 8** Lounge chair
- 9** Side table/stool
- 10** Floor lamp
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- 14** Classic headboard
- 15** Nightstand with lamp
- 16** Signature patterned carpet
- 17** Dining/activity table and chairs (optional)
- 18** Full length mirror

guestroom



1 Classic tufted headboard provides a comfortable backrest for reading or lounging in bed

2 Brand signature accent color on headboard wall

3 Lamp base with integral outlets provides convenient charging for guest devices

4 Spacious nightstand design with storage

5 Signature top-of-bed options add color and pattern to the room design

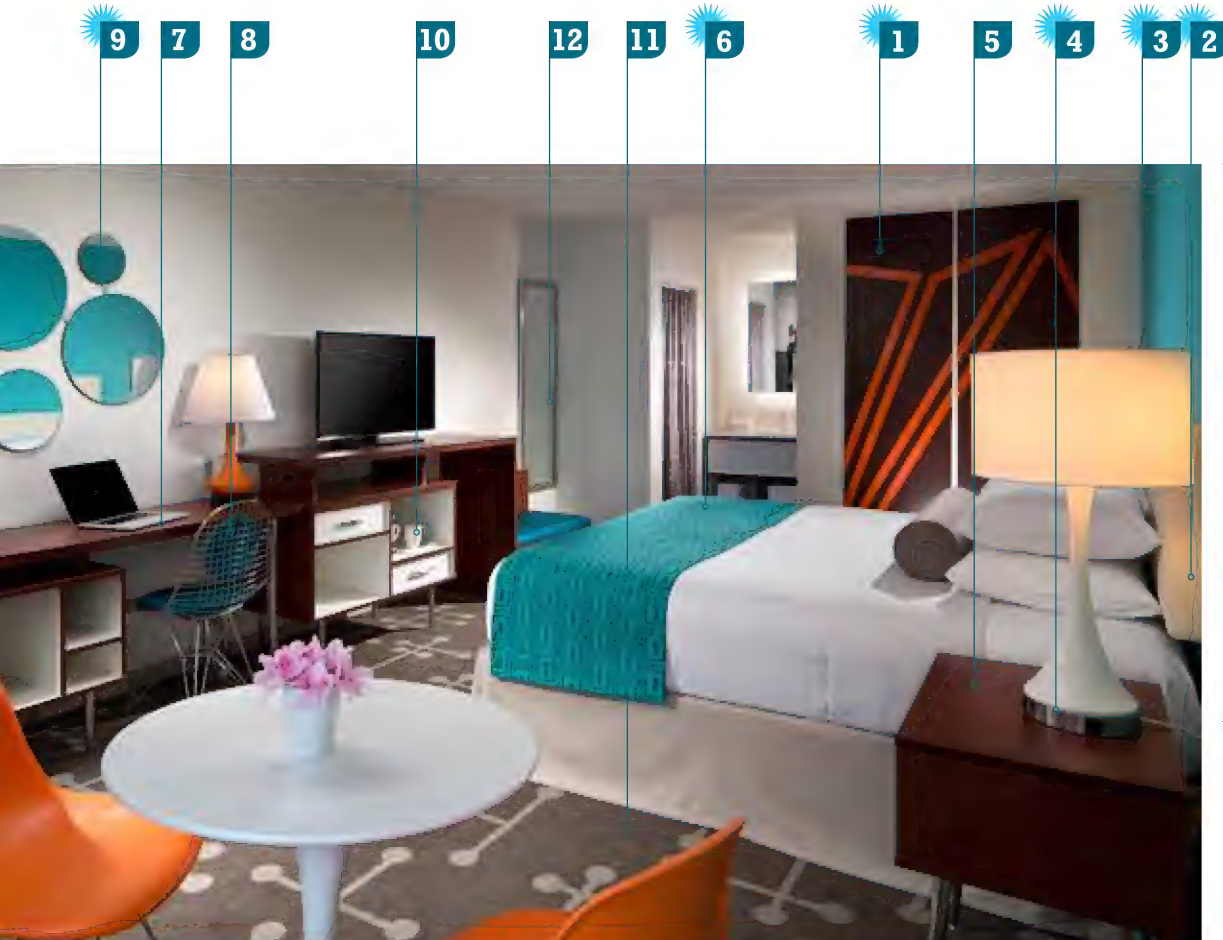
6 Floor lamp

7 Comfortable lounge chair provides space to relax or watch TV

8 Drawers, shelves and open cubbies provide guest storage, support the TV and include space for micro-fridge unit

9 Signature patterned carpet

guestroom



1 Signature artwork is an abstract representation of the Gate Lodge roofline on a wood-panel

2 Classic tufted headboard provides a comfortable backrest for reading or lounging in bed

3 Brand signature accent color on headboard wall

4 Lamp base with integral outlets provides convenient charging for guest devices

5 Spacious nightstand design with storage

6 Signature top-of-bed options add color and pattern to the room design

7 Functional desk provides space for work, dressing, or eating

8 Multi-purpose chair for work or dining

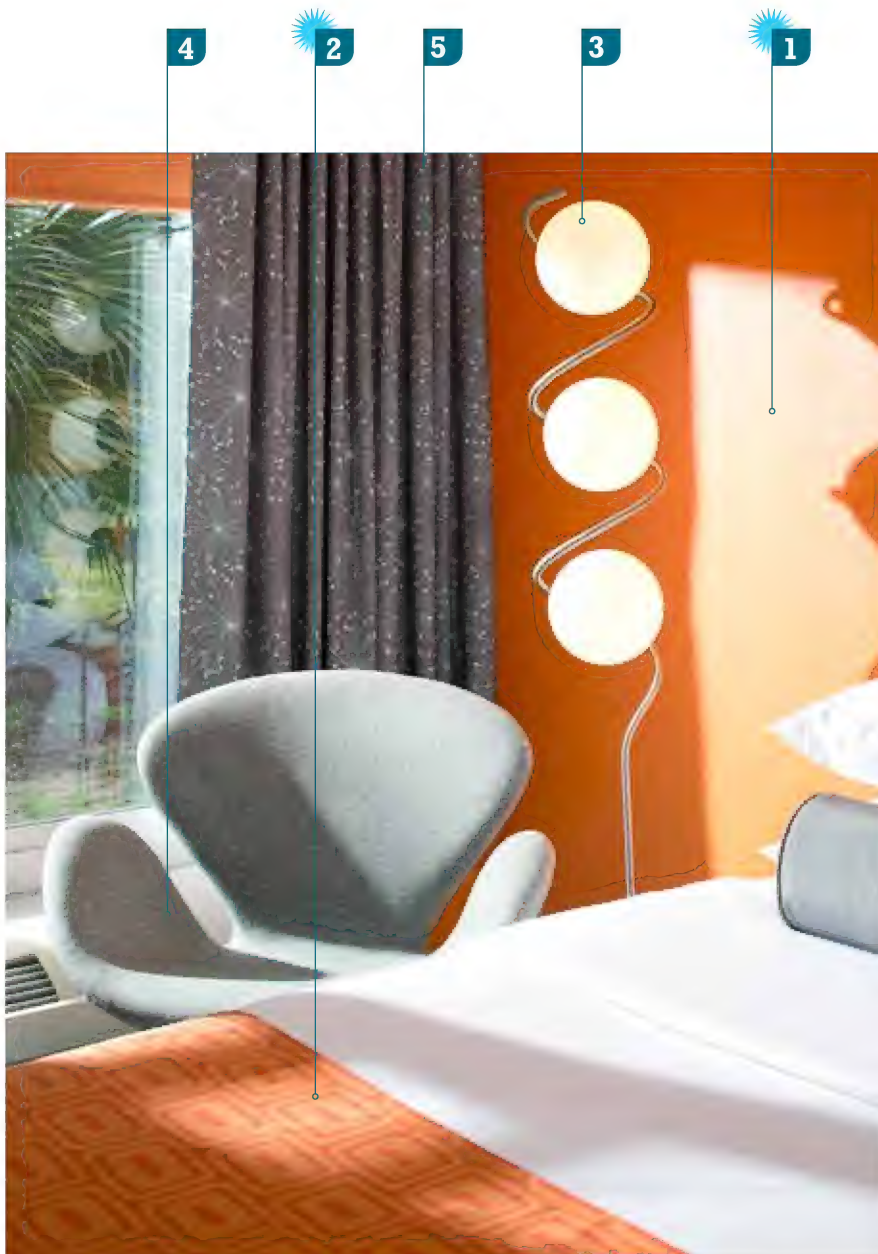
9 Modern decorative mirror adds sparkle and light to the room

10 Drawers, shelves and open cubbies provide guest storage, support the TV and includes space for micro-fridge unit

11 Signature patterned carpet

12 Full length mirror

guestroom



- 1** Brand signature accent color on headboard wall
- 2** Signature top-of-bed options add color and pattern to the room design
- 3** Floor lamp
- 4** Comfortable lounge chair provides space to relax or watch TV
- 5** Black-out shade in signature accent color used with printed drapery

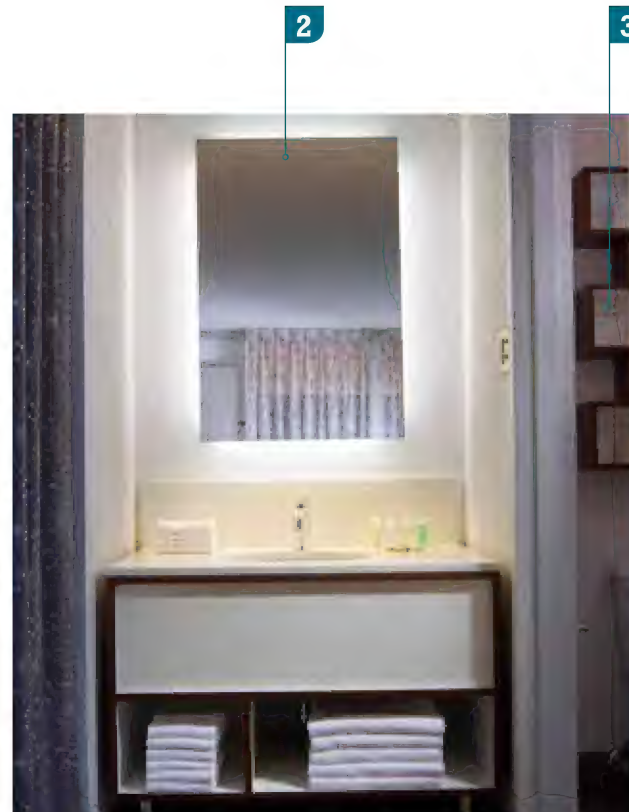
guestroom



- 1** Lamp base with integral outlets provides convenient charging for guest devices
- 2** Functional desk provides space for work, dressing, or eating
- 3** Multi-purpose chair for work or dining
- 4** Modern decorative mirror adds sparkle and light to the room
- 5** Signature patterned carpet

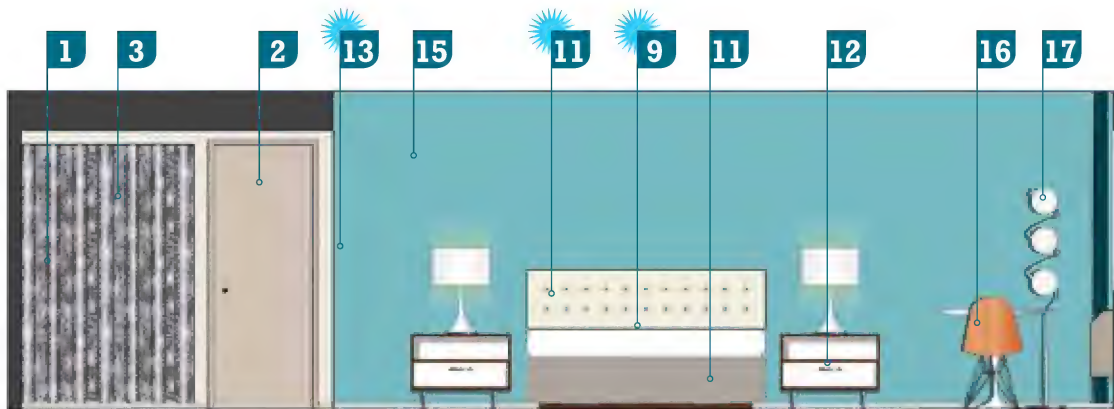


**GUEST BATHROOM
WITH VANITY INSIDE BATHROOM**

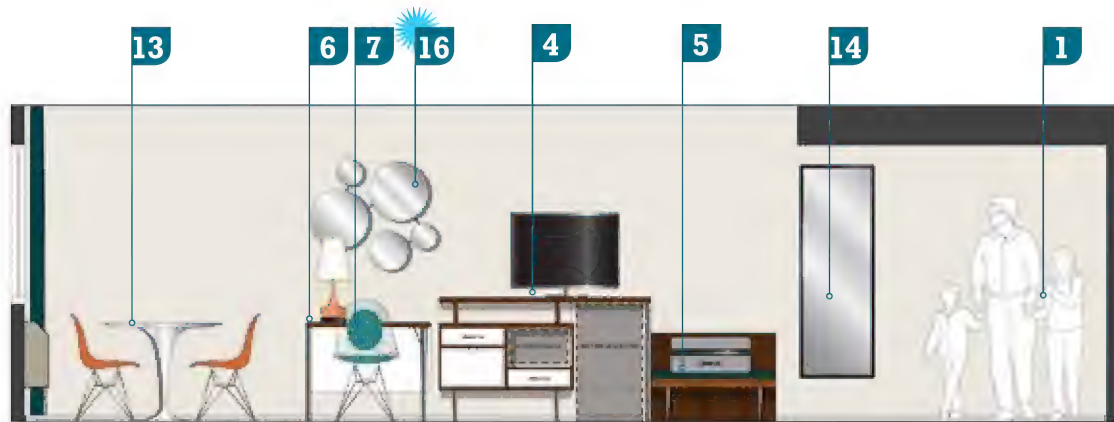


**GUEST BATHROOM
WITH VANITY OUTSIDE BATHROOM**

- 1** Stone counter
- 2** Large back-lit mirror
- 3** Signature cubbies manage linens and amenities. Easily added to existing bathrooms
- 4** Curved shower rod
- 5** Shower curtain with vision panel
- 6** Large-format wall tile



KING GUESTROOM

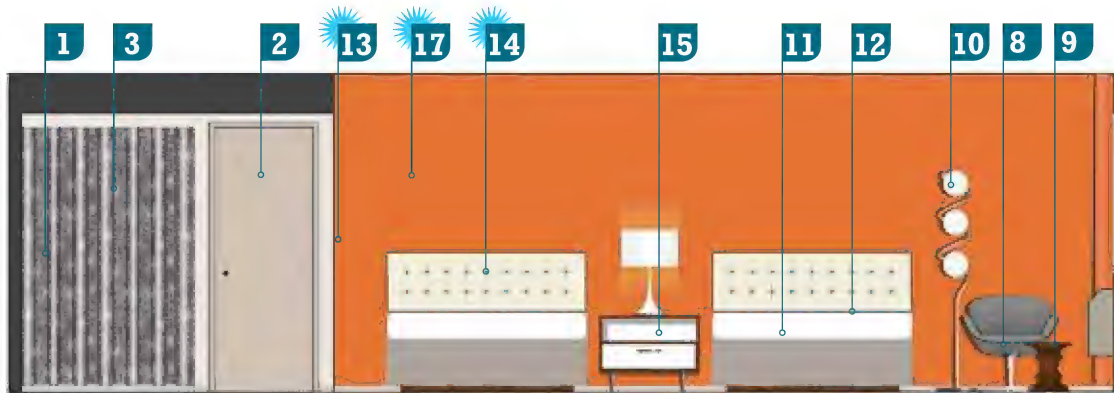


DESK WALL

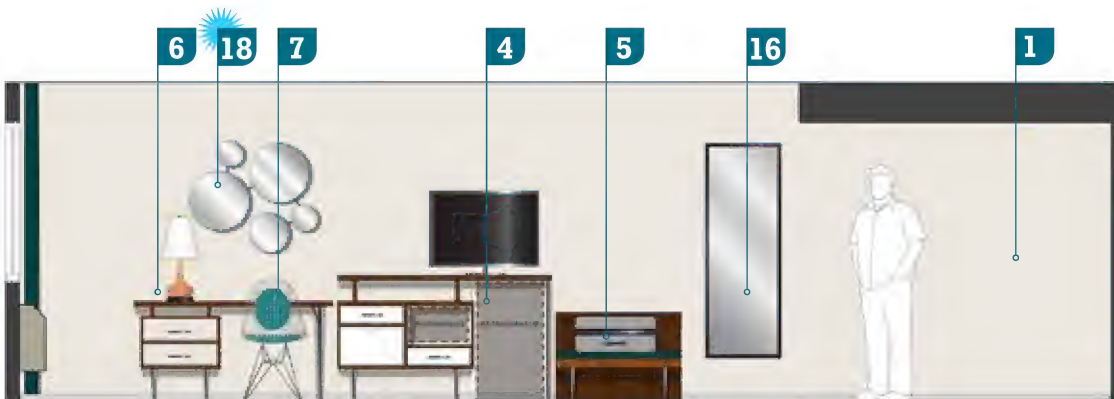
- 1 Entry foyer
- 2 Guest Bathroom
- 3 Closet with drapery
- 4 TV dresser including space for micro-fridge unit
- 5 Luggage Bench
- 6 Desk
- 7 Multi-purpose chair
- 8 Bed
- 9 Signature top-of-bed
- 10 Feature artwork (on side wall towards bathroom)
- 11 Headboard
- 12 Nightstand with lamp
- 13 Dining/activity table and chairs
- 14 Full-length mirror
- 15 Brand signature accent wall paint
- 16 Modern decorative mirror
- 17 Floor lamp

guestroom

elevations



QUEEN/QUEEN GUESTROOM



DESK WALL

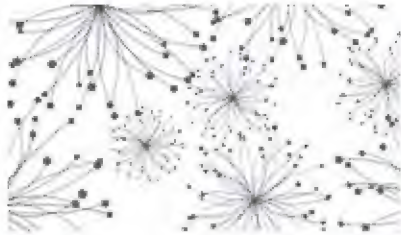
- 1** Entry foyer
- 2** Guest Bathroom
- 3** Closet with drapery
- 4** TV dresser including space for micro-fridge unit
- 5** Luggage Bench
- 6** Desk
- 7** Multi-purpose chair
- 8** Lounge chair
- 9** Side table/stool
- 10** Floor lamp
- 11** Bed
- 12** Signature top-of-bed
- 13** Feature artwork (on side wall towards bathroom)
- 14** Headboard
- 15** Nightstand with lamp
- 16** Full-length mirror
- 17** Brand signature accent wall paint
- 18** Modern decorative mirror

typical guestroom



NOTE: Refer to the Resource page in this document for additional information

guestroom options



DRAPERY SHEER FABRIC



BEAN BAG CHAIR OPTION



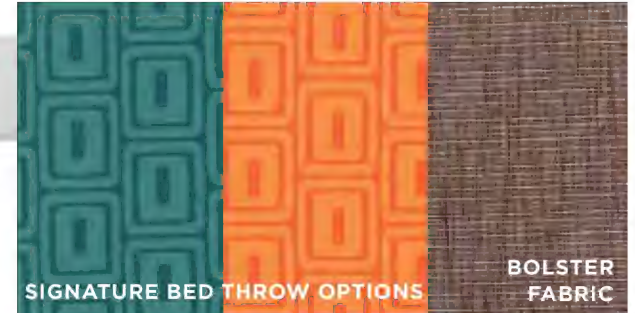
CHAIR



FLOOR LAMP



ACTIVITY TABLE



SIGNATURE BED THROW OPTIONS

BOLSTER FABRIC



BLACKOUT SHADE OPTIONS



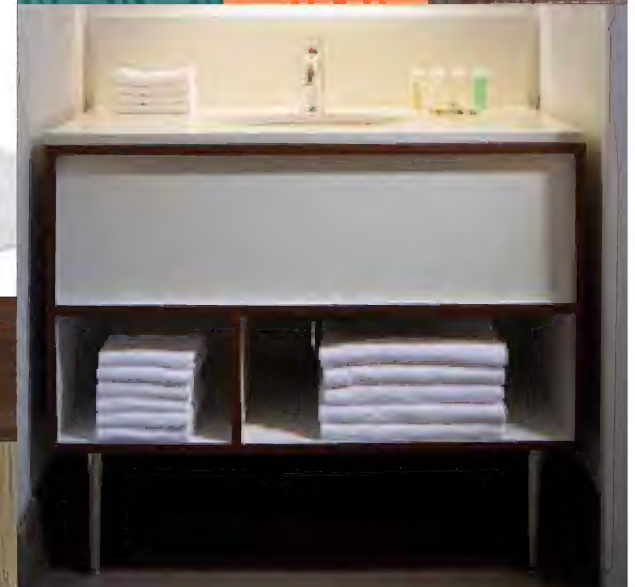
STOOL OPTION



WOOD

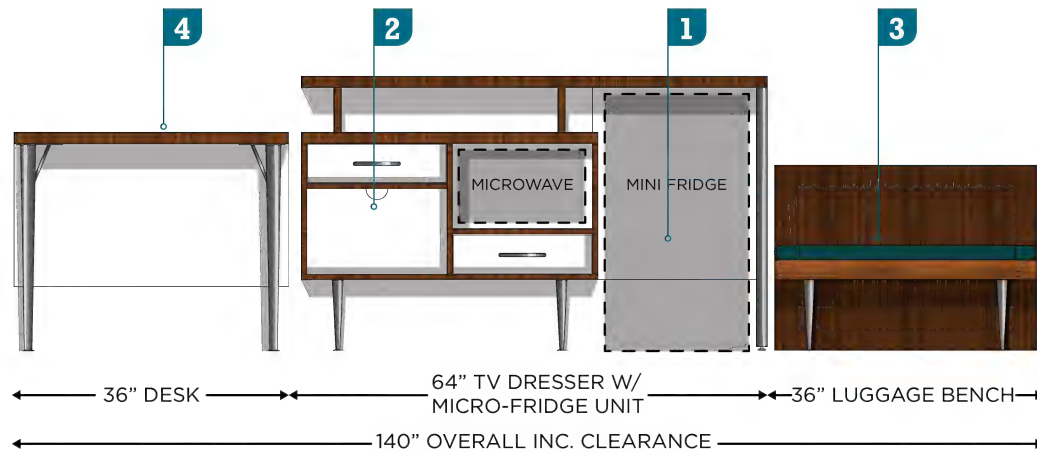


TILE



VANITY

NOTE: Refer to the Resource page in this document for additional information



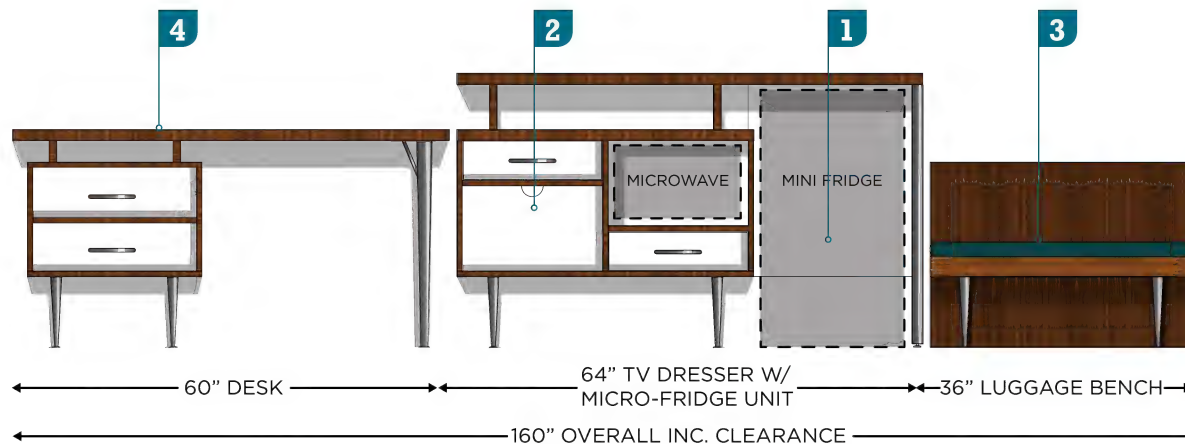
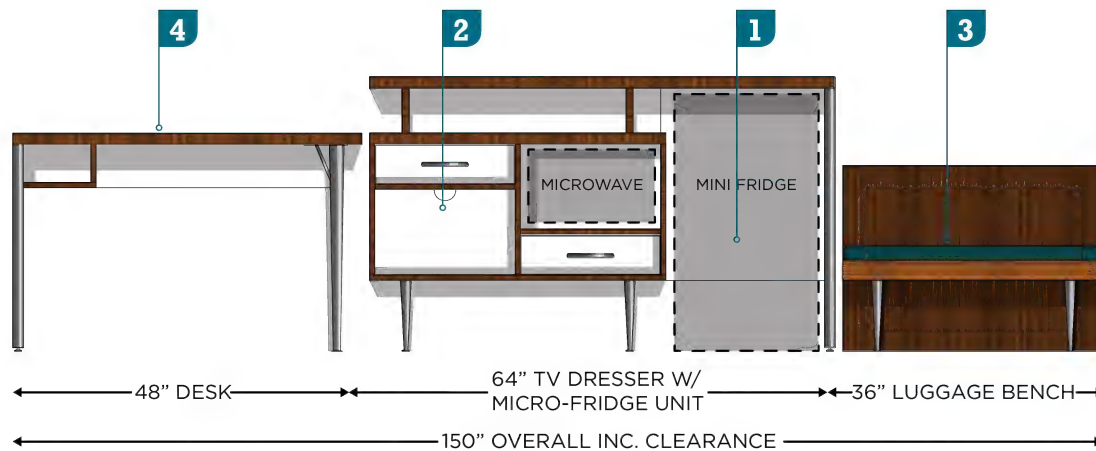
For renovation projects, several casegood options are available to suit various property needs. Components are designed to work together and are to be procured as a complete package.

1 TV dresser with micro-fridge unit keeps amenities organized

2 Dresser combines drawers and open cubbies for guest storage

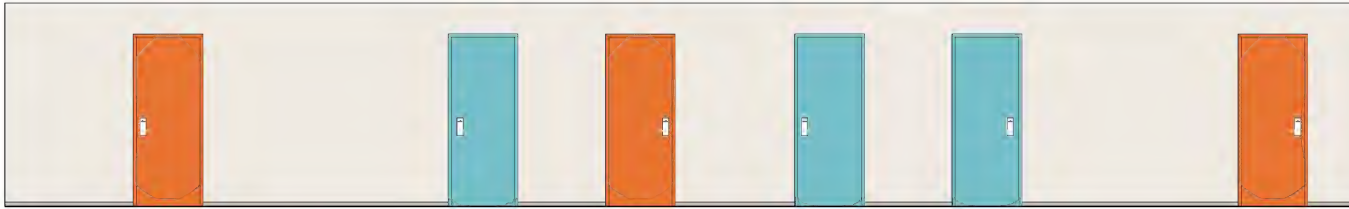
3 Upholstered bench provide a landing spot for luggage or extra seating

4 Freestanding desk has space for work, dressing or dining



NOTE: Refer to the Resource page in this document for additional information

guestroom corridor



CORRIDOR ELEVATION

"VANILLA BEAN" **GENERAL**

WALL PAINT

Sherwin Williams
7001
Marshmallow

"ORANGE"

ACCENT PAINT

Sherwin Williams
6886
Invigorate

"TURQUOISE"

ACCENT PAINT

Sherwin Williams
6766
Mariner



(OPTIONAL)
WALL COVERING



CEILING LIGHT



WALL SCONCE



CARPET

- 1** Exterior and interior corridor doors can be highlighted in brand signature orange and turquoise accent colors
- 2** All doors can be painted the same color or, for a pop of color, paint just selected doors an accent color. If mixed, accent colors should be used in a 4:1 ratio, applied in a random rhythm.
- 3** For exterior corridors, use building color in neutral "vanilla bean."
- 4** For interior corridors, use neutral wall covering option and select doors to highlight with accent colors.
- 5** Use graphic-patterned carpet for a warm neutral floor covering.

exterior

EXTERIOR PAINT SCHEME OPTIONS 35

EXTERIOR SIGNAGE 39

exterior

paint scheme options

ICONIC GATE LODGE EXAMPLE

Start with a “vanilla bean” base building color and create brand recognition and consistency using the iconic brand signature orange color palette. Use accent paints to feature gradated colors along guestroom balcony wing walls.

PAINT SCHEME

Match to:



Sherwin Williams
6895
Laughing Orange



Sherwin Williams
6887
Navel



Sherwin Williams
6879
Daring



Sherwin Williams
6884
Obstinate Orange



Building:
Sherwin Williams
7001
Marshmallow



ICONIC GATE LODGE (BEFORE)



ICONIC GATE LODGE (AFTER)







exterior

paint scheme options

CONVERSION EXAMPLE A: SINGLE COURSE STRIPES

Start with a “vanilla bean” base building color and create brand recognition and consistency using the iconic brand signature orange color palette. Highlight a section of the building architecture with accent stripes.

PAINT SCHEME

Match to:	Examples of Single Course Stripes:		
		PAINT	STRIPE PROPORTION
 Sherwin Williams 6895 Laughing Orange		LAUGHING ORANGE	X
 Sherwin Williams 6887 Navel		NAVEL	.25X
 Sherwin Williams 6879 Daring		DARING	X
 Sherwin Williams 6884 Obstinate Orange		NAVEL	1.25X
		DARING	.25X
 Building: Sherwin Williams 7001 Marshmallow		OBSTINATE ORANGE	.5X
		DARING	1.25X



CONVERSION (BEFORE)



CONVERSION (AFTER)





exterior

paint scheme options

CONVERSION EXAMPLE B: SINGLE COURSE STRIPES

Start with a “vanilla bean” base building color and create brand recognition and consistency using the iconic brand signature orange color palette. Highlight a focal point of the building with accent stripes.

PAINT SCHEME

Match to:	Examples of Single Course Stripes:		
		PAINT	STRIPE PROPORTION
	Sherwin Williams 6895 Laughing Orange	LAUGHING ORANGE	X
	Sherwin Williams 6887 Navel	NAVEL	.25X
	Sherwin Williams 6879 Daring	DARING	X
	Sherwin Williams 6884 Obstinate Orange	OBSTINATE ORANGE	.5X
	Building: Sherwin Williams 7001 Marshmallow	DARING	1.25X



CONVERSION (BEFORE)



CONVERSION (AFTER)






exterior

paint scheme options

CONVERSION EXAMPLE C: MULTIPLE COURSE STRIPES

Start with a “vanilla bean” base building color and create brand recognition and consistency using the iconic brand signature orange color palette. Highlight a focal point of the building with a repeating pattern of accent stripes

PAINT SCHEME

Match to:	Examples of Multiple Course Stripes:		
		PAINT	STRIPE PROPORTION
	Sherwin Williams 6895 Laughing Orange	LAUGHING ORANGE	X
		NAVEL	.25X
		DARING	X
	Sherwin Williams 6887 Navel	NAVEL	1.25X
		DARING	.25X
		OBSTINATE ORANGE	.5X
		DARING	1.25X
	Sherwin Williams 6879 Daring	Repeat to Fill:	
	Sherwin Williams 6884 Obstinate Orange	LAUGHING ORANGE	X
		NAVEL	.25X
		DARING	X
		NAVEL	1.25X
	Building: Sherwin Williams 7001 Marshmallow	DARING	.25X
		OBSTINATE ORANGE	.5X
		DARING	1.25X

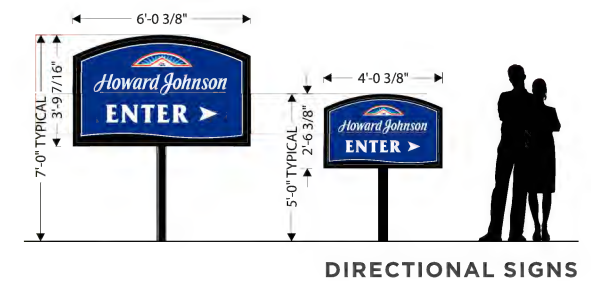
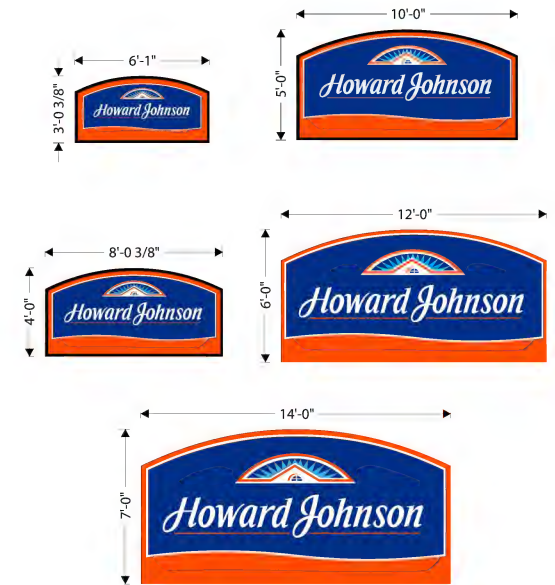
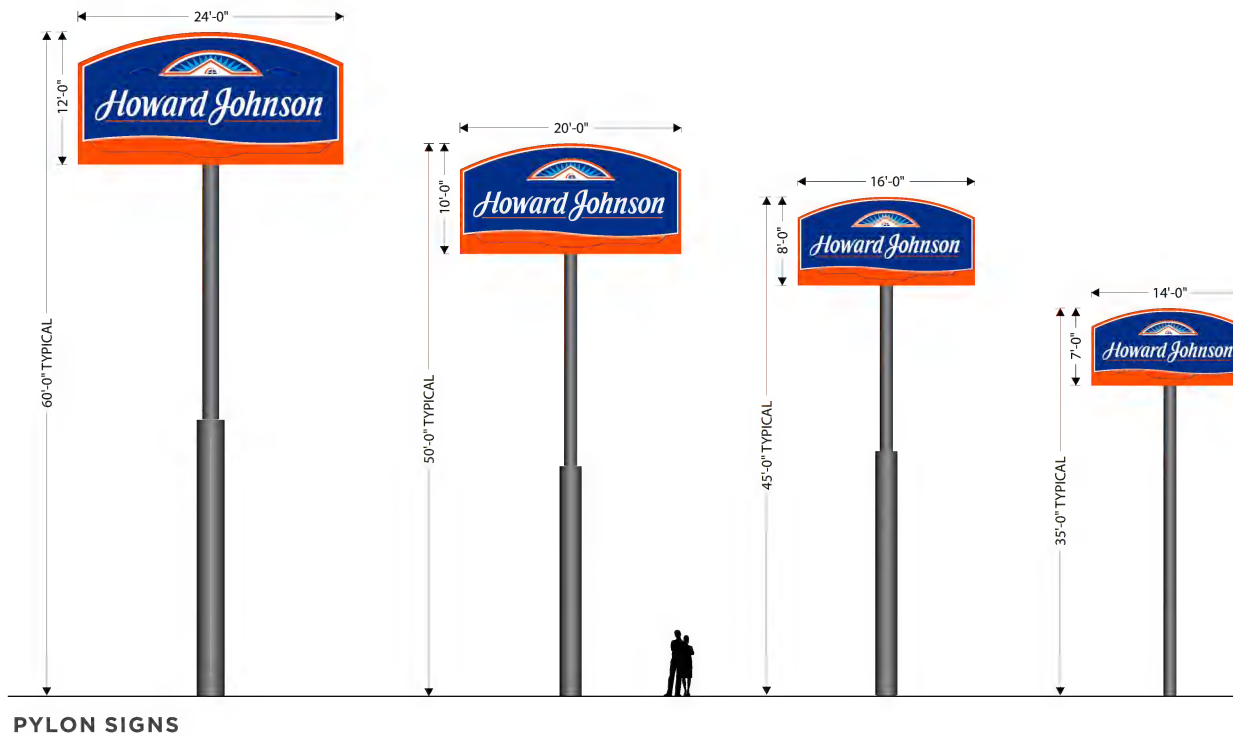


CONVERSION (BEFORE)



CONVERSION (AFTER)

Howard Johnson standard signage can be adapted to suit local or regional design requirements.



NOTE: Refer to the Resource page in this document for additional information

paint

swatches

exterior

ICONIC COLOR SCHEME



"VANILLA BEAN"
GENERAL
WALL PAINT
Sherwin Williams
7001
Marshmallow

"ORANGE"
ACCENT PAINT
Sherwin Williams
6886
Invigorate

"TURQUOISE"
ACCENT PAINT
Sherwin Williams
6766
Mariner

OPTIONAL ACCENT PAINTS/STRIPE COMPONENTS



Sherwin Williams
6895
Laughing Orange

Sherwin Williams
6887
Navel

Sherwin Williams
6879
Daring

Sherwin Williams
6884
Obstinate Orange

interior

ICONIC COLOR SCHEME



"VANILLA BEAN"
GENERAL
WALL PAINT
Sherwin Williams
7001
Marshmallow

"ORANGE"
ACCENT PAINT
Sherwin Williams
6886
Invigorate

"TURQUOISE"
ACCENT PAINT
Sherwin Williams
6766
Mariner

For typical guestrooms, the general wall color is used with one accent color.

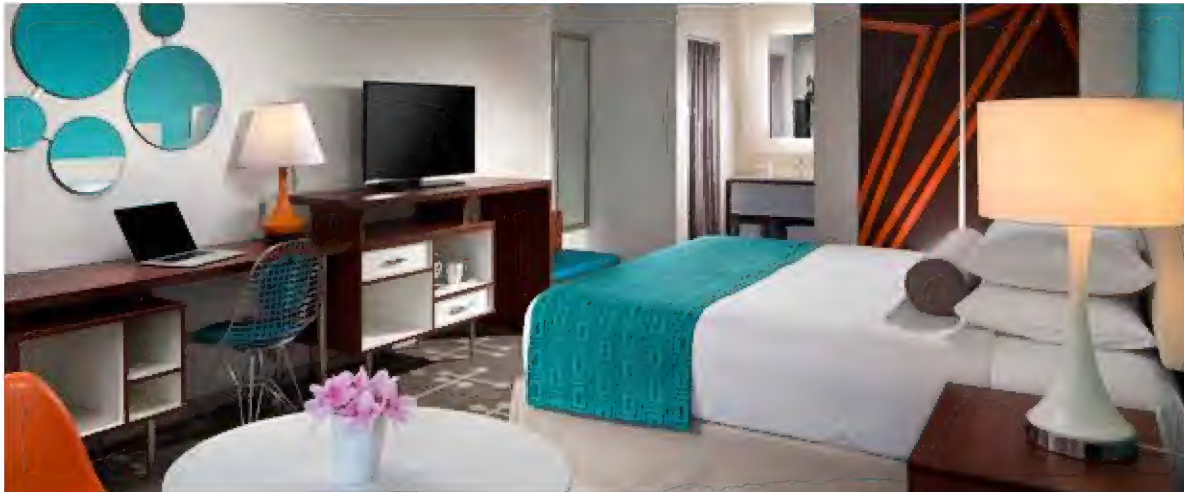
resources

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WYNDHAM GREEN 44



HOWARD JOHNSON PUBLIC AREA



HOWARD JOHNSON GUESTROOM

The Howard Johnson brand has established design packages which boast lower costs on high-quality products, helping you to deliver a consistent brand experience and improve overall guest satisfaction.

All cost-effective, turn-key concepts are fully supported by our Designated Service Providers (DSPs), providing a single point of contact for design implementation, furniture, fixtures and equipment (FF&E) procurement and installation services.

For more information log-in online at:
<https://sd.wyn.com>

At Wyndham Worldwide we are committed to corporate social responsibility, our mission is:

***Traveling together
for a better world.***

As a global leader our journey reflects our culture of strong values, signature *Count On Me!* service and “spirit of giving”. We believe we can improve the world by leveraging our hospitality expertise and mobilizing our scale by engaging our businesses and people to be positive agents of change throughout the travel and tourism industry. We define corporate social responsibility as driving growth and innovation by creating shared value not only for our associates and guests but also for our communities and the greater society. We deliver triple bottom line benefits to our:



People – Count on Me! To Enhance Our Lives

We respect and celebrate our diversity, enable our well-being and provide benefits and opportunities for growth. For our communities we are committed to safe and secure environments where we deliver social and economic benefits through our spirit of giving.



Planet – Count on All! To Preserve our World

We are committed to reducing our environmental footprint, preserving our natural resources and developing innovative solutions to manage climate change.



Places – Count on Us! To Build Better Communities

We provide “places to stay” that helps to drive local, social and economic benefits from the money spent and jobs created by our businesses, partners, employees and guests. We are committed to conducting our businesses with high ethical standards, free from human trafficking and using products and services sourced responsibly.



Planet - Count on All! To Preserve our World



WYNDHAM GREEN POLICY STATEMENT AND GOALS

We will achieve results, both locally and globally by:

- Developing environmental programs, products and services
- Setting environmental impact targets and measuring performance of green programs
- Working with our associates, suppliers, owners and local communities to minimize our environmental impact
- Complying with climate policies and environmental laws

Wyndham Worldwide and each business unit has committed to the following goals:

- Reduce carbon emissions by 20% by 2020
- Reduce water usage by 20% by 2020
- Increase spend with sustainable suppliers to 30% of \$2.1 billion

AREAS OF FOCUS:

- Educate, influence and provide value to internal and external stakeholders
- Reduce energy and water consumption and track performance
- Improve air quality
- Minimize waste by recycling and reusing materials
- Implement sustainable procurement practices
- Use green innovation techniques to develop new programs, products and services that promote sustainability
- Participate in local community programs that contribute to the wellness of our environment

WYNDHAM GREEN SERVICES:

Wyndham Green will support your hotel to develop sustainable practices that reduce costs and drive revenue:

- Wyndham Green Toolbox & Eco-software System to help sites track, measure and reduce energy water and waste
- Tools, checklists, tips and case studies to reduce utility consumption and costs
- Rebate and incentive support
- Green hotel and LEED certification support
- Education and training
- Green products from Wyndham Strategic Sourcing





Planet - Count on All! To Preserve our World



SUSTAINABLE PRACTICES: What are the benefits?

LOWER OPERATING COST

The US Green Building Council published that operating a LEED certifiable building can reduce operating expenses by saving an average of 30% in energy and 30-50% in water.

GUEST SATISFACTION

In 2010, 65% of Travelocity customers said green ratings influence their selection when prices are the same and 10.8% said green ratings influence their selection when prices aren't the same. In a 2012, study conducted by TripAdvisor, 69% of travelers said they plan to make more eco-friendly choices in the next 12 months.

GREEN LEGISLATION

Over 1,050 cities and 24 North American states have carbon reduction goals which impact businesses including hotels. It is important to comply with growing green legislation.

INCREASED REVENUE FROM GREEN HOTEL RECOGNITION

According to the 2010 GBTA Travel Executive update, 30% of Corporate Travel Managers said they include "green" in their policies and RFP requests. Over 51% of meeting planners will hold meetings only in sustainable venues and over 73% deliberately avoid destinations or venues with poor environmental records. For Wyndham Hotel Group, RFPs are worth over \$100M in business to our hotels. According to the 2013 Global Business Traveler Survey, 47% of business travelers say it is important to stay in a green certified hotel during a business trip and 7% consider this extremely important. Green certified properties can be listed on the WHG website, TripAdvisor or green sections of third-party sites.

IMPROVED EMPLOYEE SATISFACTION

The Society for Human Resource Management reports that organizations with sustainability programs gave 55% improved employee morale and 28% increased employee loyalty.



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GARDEN[®] HOTELS

TRYP
BY WYNDHAM

 **WINGATE**
BY WYNDHAM

 **HAWTHORN**
SUITES BY WYNDHAM

 **MICROTEL**
BY WYNDHAM

RAMADA
WORLDWIDE

 **BAYMONT**
INN & SUITES

 **Days Inn**

Super 8

 **Howard Johnson**

Travelodge

 **Knights Inn**

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